

Message Text

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PAGE 01 STOCKH 04521 211739Z
ACTION EUR-12

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P R 211515Z OCT 77
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 2072

UNCLAS STOCKHOLM 4521

E.O. 11652: N/A
TGS: BEXP, SW
SUBJ: ADS REQUEST: SUREL INTERNATIONAL, MEDWAY, MA

OF THE NUMBER OF FIRMS CONTACTED INDIVIDUALLY THE FOLLOWING HAVE
INDICATED PRELIMINARY INTEREST IN THIS PROPOSAL AND WOULD LIKE TO
MEET WITH MR. EMIL SUREL WHEN HE VISITS STOCKHOLM:

1. COLLY COMPANY AB
BOX 724
S-181 07 LIDINGO, SWEDEN
CONTACT: MR. GUNNAR ALBERTS OR MR. OWE BERGIUS
TELEPHONE: 08/765 26 40
TELEX: 17421

THE COMPANY, WHICH WAS ESTABLISHED IN 1957, HAS A SHARE CAPITAL
OF SKR 100 THOUSAND, ABOUT 40 EMPLOYEES, AND ANNUAL TURNOVER OF
APPROXIMATELY SKR 10 MILLION. THE SECTION OF THE FIRM THAT
HANDLES HOSPITAL SUPPLIES IS SUCCESSFULLY MARKETING THE PALL
ULTIPOR BLOOD AND OXYGENATOR GAS LINE FILTERS TO HOSPITALS.
MR. ALBERTS BELIEVES THE FILTRAGOMETER WOULD FIT IN WELL WITH
THE FIRM'S LINE OF PRODUCTS. THE COMPANY IS FINANCIALLY SOUND.
RECOMMENDED TRADE CONTACT.
(WTD 06/75).

2. LANDSTINGENS INKOPCENTRAL (LIC)
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SVETSARVAGEN 20
S-171 84 SOLNA, SWEDEN
CONTACT: MR. LARS STROMBACK
TELEPHONE: 08/98 10 60
TELEX: 10528

LIC IS THE CENTRAL PURCHASING ORGANIZATION FOR SWEDISH

COUNTRY COUNCILS (23), CITY COUNCILS AND OTHER LARGE ORGANIZATIONS AND PROVIDES MOST SWEDISH HOSPITALS AND SIMILAR INSTITUTIONS WITH EQUIPMENT AND SUPPLIES. ITS TURNOVER IN 1976 WAS SKR 602.5 MILLION. HIGHLY RECOMMENDED TRADE CONTACT.
(WTD 06/77).

3. SYNECTICS AB

KUNGSGATAN 32

S-111 35 STOCKHOLM, SWEDEN

CONTACT: MR. ANDERS ESSEN-MOLLER

TELEPHONE: 08/11 01 24

TELEX: 17952

SYNECTICS, WHICH WAS ESTABLISHED VERY RECENTLY, HAS APPROXIMATELY 5 EMPLOYEES AND AN ANNUAL TURNOVER OF SKR 1 MILLION. MR. ESSEN-MOLLER WAS PREVIOUSLY EMPLOYED BY LANDSTINGENS INKOPSCENTRAL (LIC), SEE ABOVE. HE WAS SALES MANAGER FOR THE DIVISION HANDLING SURGICAL AND MEDICAL INSTRUMENTS AND HAS A GOOD BUSINESS REPUTATION. THE FIRM REPRESENTS SEVERAL US AND JAPANESE MANUFACTURERS. RECOMMENDED TRADE CONTACT, ALTHOUGH NORMAL BUSINESS PRECAUTIONS SHOULD BE OBSERVED SINCE THE FIRM WAS VERY RECENTLY ESTABLISHED.

4. FARAD ELECTRONICS AB

NYBORGSGRAND 1

S-126 34 HAGERSTEN, SWEDEN

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CONTACT: MR. GUNNAR S. WAHLGREN

TELEPHONE: 08/18 84 80

TELEX: 13409

THIS IS AN IMPORTER AND AGENT FOR VARIOUS INSTRUMENTS. THE FIRM HAS A SMALL BUT HIGHLY QUALIFIED SALES ORGANIZATION AND ENJOYS A GOOD BUSINESS REPUTATION. HOSPITALS AND RESEARCH LABORATORIES ARE AMONG ITS CUSTOMERS. BUSINESS OBLIGATIONS HAVE BEEN MET SATISFACTORILY. RECOMMENDED TRADE CONTACT ALTHOUGH NORMAL BUSINESS PRECAUTIONS SHOULD BE OBSERVED SINCE THE FIRM HAS LIMITED FUNDS. MR. WAHLGREN WOULD LIKE TO OBTAIN MORE DETAILED INFORMATION ABOUT THE FILTRAGOMETER, PRICES, ETC.

5. PLEASE INFORM MR. SUREL THAT THE COMMERCIAL SECTION OF THE US EMBASSY IN STOCKHOLM IS LOCATED IN THE PREMISES OF THE US TRADE CENTER, VASAGATAN 11, STOCKHOLM, TELEPHONE: 08/24 84 20, TELEX: 17306
TRACENT S.

APPROVING OFFICER: ECON/CA/WESTADTLER

PREPARED BY: ECON/CA/GLANDER

KENNEDY-MINOTT

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Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Format: TEL
From: STOCKHOLM
Handling Restrictions: n/a
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SAS ID: 822152
Secure: OPEN
Status: NATIVE
Subject: ADS REQUEST: SUREL INTERNATIONAL, MEDWAY, MA OF THE NUMBER OF FIRMS CONTACTED INDIVIDUALLY THE FOLLOWING HAVE INDICATED PRELIMINARY INTEREST IN THIS PROPOSAL AN
TAGS: BEXP, SW
To: COM
Type: TE
vdkgvkey: odbc://SAS/SAS.dbo.SAS_Docs/5ba7db28-c288-dd11-92da-001cc4696bcc
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Margaret P. Grafeld
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